**Giddens recognises that Globalisation has changed our society, but criticises post-modernism in two ways:**

1. He argues that the idea that traditional institutions have lost their power to socialise us is too simplistic.
2. He argues that the idea that people simply ‘choose their identities freely’ in a post-modern identity shopping mall is also too simplistic.

**Giddens argues the following:**

* Globalisation has undermined what Giddens calls ‘Tradition for tradition’s sake’, that is the power of traditional institutions to socialise people without them thinking about it. Instead, people reflect on traditions (such as marriage, religion, career progression) and decide for themselves whether that tradition is right for them. This Giddens calls reflexivity. BUT so many people still choose ‘traditional’ ways of being such as religion, etc. that many of our institutions still have some power to influence us. Giddens is saying that institutions are not as powerful as Marxists and Functionalists would suggest but that individuals are not as free as Postmodernists would suggest.
* Giddens accepts that there is more choice, but this has lead to the rise of ‘expert systems’. We now turn to experts to advise us on what we should do. This starts at child birth, hence the super nanny clip. Also think of self-help books that people buy and there are even experts that can tell us ‘how to be’! People still look around for guidance.
* Globalisation has also created new risks, such that we now live in a ‘risk society. This has made us much more cautious in the way we do many things. Think of the ‘cotton wool kids’, surely these have less freedom than their parents had when they were being socialised?
* Uncertainty in society has created two major problems: Firstly, Fundamentalism and secondly an increase in addiction. Giddens sees both of these as attempts by individuals to create a sense of stability and certainty in their lives. Giddens argues that people do not simply choose to become Fundamentalists, and people do not choose to become shopaholics. These are responses to living in an uncertain world.